

Become a 2020 Census Ambassador

Lesson Packet #19 from The Change Agent



This lesson packet provides materials you can use to train students and staff in your program to be Census Ambassadors. It includes excerpts from the “Stand Up and Be Counted” issue of *The Change Agent*, as well as supplementary teaching materials. Thanks to the National Coalition for Literacy for generously supporting the development of these materials.

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How to Use this Packet

Cynthia Peters

Purpose

This packet is designed to help people become Census Ambassadors (CA) by giving them:

- background on the census
- information about protecting the privacy of those who fill out the census
- an opportunity to brainstorm about ways to spread the word as Census Ambassadors
- tips & tricks for being an effective CA + model for tracking & reflecting on the experience

What Is a Census Ambassador?

A Census Ambassador is someone who understands some of the basics about the census, and as a result, feels prepared to talk to people in formal and informal settings (at the family dinner table, at a place of worship, at a table set up in their adult education program, etc.) about filling out the census. A Census Ambassador shares information. The idea is not to persuade people to fill out the census. Rather, the purpose is to listen and respond to people's concerns. (*Note: Census Ambassadors should not fill out someone else's form for them.*)

What Does This Packet Include?

We've included multi-level articles written by adult learners and practitioners in the field. Teachers can mix and match these articles depending on the literacy level(s) in their class. (Grade Level Equivalents are noted at the bottom of each page.) There is also an answer sheet for the activity on p. 6, and an addendum with authentic documents from [census.gov](https://www.census.gov). These documents offer additional opportunities for students to tackle harder texts that include more visual complexity.

Steps for Using the Packet

Start by teaching the articles on pp. 3-5. These cover census basics, including why the government

conducts a census and who the census counts.

Then have students read the article, "Do People Feel Safe Enough?" and take them through the exercise at the bottom of the page, which asks students to collect information that they could use to formulate a response to this question. They can also refer to the [census.gov](https://www.census.gov) pages in the Appendix. (*Note: There is not one correct response to the concern about safety. A Census Ambassador's role is to help others weigh the benefits and consequences of participating or not participating in the census.*)

Next, have students read the article on p. 12, "Ask Not What the Census Can Do for You...." This inspiring short piece includes ideas about what we can all do to share information about the census. The organizer at the bottom of the page provides a model for how students can collect and sort through ideas about what next steps they might want to take.

To conclude the Census Ambassador training, ask students to review the tips (p. 13), practice by role-playing, and create a log they can use to track their experience as Census Ambassadors. Consider giving students a certificate to honor their work.

College and Career Readiness Standards

This packet addresses important CCR standards for reading, writing, and speaking and listening, including determining the main idea, pointing to evidence in the text and using evidence in your own writing, using multiple sources, learning vocabulary and knowledge of history and U.S. government, as well as presentation skills, listening and verbally responding to questions.

Sources:

Thanks to San Mateo County for their excellent census materials (see <smccensus.org>). For more program and classroom resources, see also <nelrc.org/stand-up-and-be-counted/census2020/>.

We Count, Count Us!

Jeannette Jimenez



BEFORE YOU READ: Take the true or false quiz below. Then read the article to check your answers.

Statement	True or False
1. The census is a count of all people and pets.	
2. I should only count my children because they are citizens, and I am not.	
3. The government uses census information to decide how many schools to build.	
4. The 2020 Census includes a question about your citizenship status.	
5. There is a law that protects your individual data.	
6. In 2020, you can only fill out the census questionnaire online.	

Answers to the quiz: 1: F (the census counts people); 2: F (the census counts all people regardless of citizenship); 3: T (funds are distributed to states based on the state's population, and states use these funds to build schools, etc.); 4: F (the census does not ask about citizenship); 5: T (Title 13 makes it illegal for the Census Bureau to share your personal data); 6: F (you can also fill it out on paper, in person, and over the phone).

In 2020, the U.S. government will hold a census. I want to make a call to all people, especially the immigrant community. Please participate without any fear!

The census counts *all the people* living in the country, and this information tells the federal government how to distribute funds for each state. These funds benefit all people. If we do not participate in the next census, we could lose funds that help create new schools, hospitals, fire stations, and more.

I want to tell my immigrant people that the U.S. Census Bureau will not share your information under any circumstances. They will not ask about your citizenship status. They will not ask if you are an immigrant. Title 13 of the U.S. Code says that the Census Bureau cannot share your information. For this reason, do not be afraid to participate.

You can complete the 2020 Census on the web, by telephone, in person, or by mail. Thanks to the last census, we know that in 2010, the Latino community represented 11% of the people living in Washington, DC. Since then, the number has increased. We need to participate because we count, so count us!

AFTER YOU READ: Why does Jeannette want people to participate in the census?

Jeannette Jimenez is an ESL Hospitality student at the Carlos Rosario International Public Charter School in Washington, D.C.



Who Counts? Everyone!

Cynthia Peters

BEFORE YOU READ: Make a list of everyone who lives with you. Write down their names and their relationship to you.

It is very important that we count everyone. But some people are not counted. People of color, immigrants, and people who are learning English are undercounted. Children are the most undercounted group. In 2010, the census did not count more than a million children under age five.

When people are filling out the census, they wonder: do children count? Yes, they do! Count *all* the children who live with you. They could be your own children or your grandchildren or your friend's children. Count them all. If your baby is just one day old, count that baby!

Your community needs schools, health care, and housing. The census wants to get a big picture of who lives in the U.S. so they can plan for the next 10 years. The next census isn't until 2030. Make sure to count everyone who lives with you!

AFTER YOU READ: Study the images on the right. Then check all the people in the list below that *you* should count when you fill out the census for your household.

- ☐ someone who is *away* at college
- ☐ all children (if they are living with you on April 1, 2020)
- ☐ babies born *on or before* April 1, 2020
- ☐ someone who is away in the military
- ☐ non-family members who live with you *most of the time*
- ☐ foreign-born people who live with you
- ☐ a child who splits time with you and another parent and is staying with *the other* parent on April 1, 2020



Download a free lesson packet for ESOL students on filling out the census at changeagent.nelrc.org/in-the-classroom/lesson-packets/

Count...



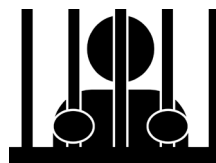
Illustration by Jonan Everett

...everyone who lives with you.

Do not count people living in...*



college



prison



a nursing home



someone else's home on April 1



the military

** All these people will still be counted, just not by you.*

Still Undecided? Read This!

Lucienne Pierre

The word census comes from the Roman Republic. The Romans kept a list of all adult males who were fit for military service. Today in the U.S., we use the census to count *all people*. We need an official count of the population so that we have adequate resources and correct political representation.

I plan to participate in the 2020 Census. When I fill out the census, I will be following the law. There is a reason the census is required by law: the information is necessary for the government! If my community is not fully counted in the census, we will not get the services we need. We would not get all the funding we need for schools, healthcare,

and other important services. We would not get all the representatives we need in congress.

Would you want to be the cause of your community not receiving the services it needs? Well, then I recommend you learn more about the census, and I think then you, too, will want to be counted!

Lucienne Pierre is from Haiti. She is a student in the ESOL College and Career Readiness class at Atlantic Technical College in Fort Lauderdale, FL. She goes to school because she wants to speak English fluently.



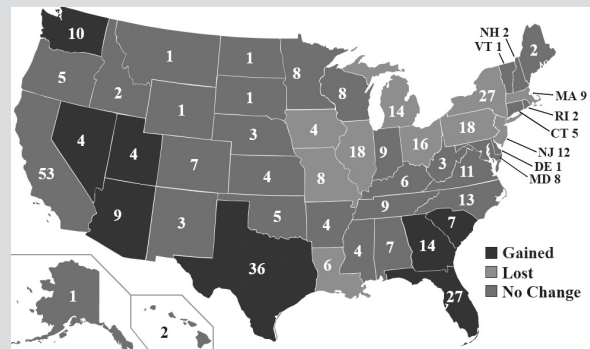
How Much Money for your State?

The U.S. government gives money to the states based on their population. Let's say your state gets \$2500 per person per year from the federal government. A family of five adds funding to your state:

$$\begin{array}{r}
 \$2500 \\
 \times 5 \text{ (people)} \\
 \hline
 \$12,500 \\
 \times 10 \text{ (years)} \\
 \hline
 \$125,000
 \end{array}$$

In the example above, if a family of five were not counted, the state would lose \$125,000 over 10 years. Do the math for your family. If you do not count your family, how much will your state lose?

How Many Members of Congress for your State?



Apportionment based on the 2010 Census

After each census, the total number of representatives is split among the states, based on their new populations. This process is called *apportionment*. If your community is not counted, you might lose representation in congress.

Do People Feel Safe Enough?

Shenayder D. Occius

BEFORE YOU READ: Why might some people feel it is not safe to fill out the census?

In the U.S., there are many different people from all over the world. Some of them feel afraid because they do not have documents. It is going to be difficult for the census to get an accurate count.

Last year, a friend from my country had a dream to live in the U.S. He left Haiti and went to Brazil. He worked there for six months and made enough money to travel. He took a bus from Brazil to Mexico and then he crossed into California. Now he is in this country without any documents, but he is not the only one who comes to the U.S. this way. Millions of other people come to the U.S. this way. How will the census count all of these people? I say that this is an impossible feat.

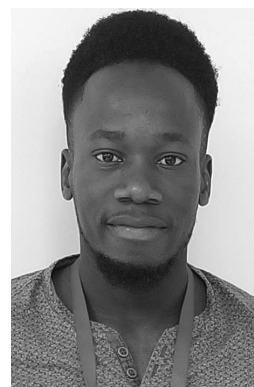
It is going to be difficult for the census to get an accurate count.

I think many of these people will not feel safe enough to fill out the census. Anyone who is an immigrant probably feels uncomfortable. Physically you are in this country, but you may not be a legal citizen. Even if you are a legal citizen, some people treat you like you are not welcome here.

I feel that if more people understood the purpose behind the census, they may consider being counted, although not likely.

AFTER YOU READ: How does the author answer the question he poses in the title? What does he think *might* change people's minds about the census?

Shenayder D. Occius was born in Haiti. He lives in Lauderdale Lakes, FL. He attends Atlantic Technical College and is obtaining his GED. He lives with his parents.



How Would You Respond?

Beginners: Use the information on pp. 3-5. **Intermediate learners:** add information from pp. 7-9. **More advanced:** add in the article on pp. 12-13. Fill out an organizer modeled on the one below. Then use the information you gathered to write a letter to someone you know who might be feeling afraid to fill out the census. Cite your sources.

Page Number	Benefit to you and your community of filling out census	Ways your information is protected	Consequences of not filling out the census

See p. 17 for some possible ways students might fill out this chart.

Know Your Rights & Responsibilities

Sergio Aristeo

BEFORE YOU READ: In a democracy, you have both rights and responsibilities. Discuss.

People Protested the Citizenship Question, and They Won!

With posters that said, “America needs a fair and accurate 2020 Census,” hundreds of people protested at the Supreme Court in Washington, DC, in June of 2019. They were protesting against the potential inclusion of the citizenship question in the 2020 census. Adding that question would have led to an undercount of noncitizens and minority residents. As a result, areas with more immigrants could have lost both representation and federal funding. Although the 2020 Census will not include the citizenship question, I still wonder how immigrants will feel about filling it out.

Title 13 Protects Our Privacy

There are many fears people might have, but the worst would be targeting undocumented immigrants for deportation. However, it is unlikely that Immigration and Customs Enforcement (ICE) could target immigrants using census data. According to <[census.gov](https://www.census.gov)>, Title 13 of the U.S. Code protects our privacy and the confidentiality of the census. This is what it says:

- Private information is never published. It is against the law to disclose or publish any private information that identifies an individual, such as names, addresses, and phone numbers.
- The Census Bureau collects information about groups of people to produce statistics. For example, the census will be able to tell us what percentage of people own their homes or that the population of a certain city is on average younger than in 2010. Personal information cannot be used against respondents by any government agency or court.

- Census Bureau employees are sworn to protect confidentiality. People sworn to uphold Title 13 are legally required to maintain the confidentiality of your data. Every person with access to your data is sworn for life to protect your information and understands that the penalties for violating this law are applicable for a lifetime.

Violating the law is a serious federal crime. Anyone who violates this law will face severe penalties, including a federal prison sentence of up to five years, a fine of up to \$250,000, or both.

Know Your Rights and Responsibilities

In conclusion, we must participate in the 2020 census. I encourage you to know your rights as well as your responsibilities. It is your right to be counted, and it is your responsibility to demand compliance with laws that protect your privacy and confidentiality. Do not allow any misuse of information from the census! To maintain our democracy, we all must play an active role.

AFTER YOU READ:

1. According to the author, why did people protest the citizenship question?
2. How does Title 13 protect our privacy?
3. For some history on how the census has been misused in history (and how things are different now), read the article on pp. 12-13.

Sergio Aristeo is an ESL student at the Fayetteville Adult Education Center in Fayetteville, AR. He was born in Mexico City and received his Bachelor's degree in Pedagogy in 2009. He came to the U.S. in 2016, and he is now pursuing his dream of becoming a Registered Nurse.



Information Against Misinformation

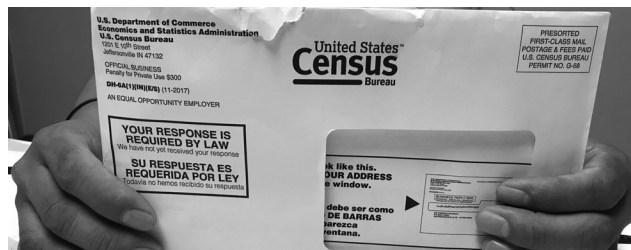
Kelly Akemy Makimoto Murphy

BEFORE YOU READ: What is misinformation? And what can you do about it?

As an immigrant in the United States, how can I make sure my voice is heard? I am not a citizen, so I cannot vote in the election, but I can participate in the census. However, there is a lot of misinformation about the census. Worse, because of this misinformation, many people in minority and immigrant communities may decide not to participate in the census. This would be a big mistake!

Adult Students Want More Information

Before I started writing this article, I made a little survey about the census at my school. My classmates were divided between those who did not know anything about it and those who were afraid to participate. The result of my survey made me see how big the problem was. How can we expect the minority community to participate in the census if they do not know anything about it? My



classmates had so many questions about the census. Above all, they were surprised about how the census results could influence our community. I could see it on their faces and hear it in their voices: they wanted more information and knowledge about this important matter.

What about Privacy?

One of people's biggest concerns is that they are giving private information to the government. They worry that their privacy will not be protected. It is good to know that Title 13 of the U.S. Code says it is against the law for the Census Bureau to

How Much Money for Your State?

The census helps decide how much federal money your state will get. If your community is undercounted, you will receive less money for these programs. Check the programs that matter to you:

- | | |
|---|---|
| <input type="checkbox"/> Medicaid and Medicare | <input type="checkbox"/> Special education |
| <input type="checkbox"/> College grants and loans | <input type="checkbox"/> Housing loans |
| <input type="checkbox"/> Food stamps | <input type="checkbox"/> Home energy assistance |
| <input type="checkbox"/> Highway & Roads | <input type="checkbox"/> Unemployment insurance |
| <input type="checkbox"/> School Lunch Program | <input type="checkbox"/> Child care |
| <input type="checkbox"/> Section 8 housing and vouchers | <input type="checkbox"/> Adoption and foster care |
| <input type="checkbox"/> Temporary aid for families | <input type="checkbox"/> Adult education funding |

Visit <nelrc.org/stand-up-and-be-counted/census2020> and click on Classroom Resources for related lessons and activities.



publish any private information that identifies an individual, including name, address, and phone number. Furthermore, it is against the law for the Census Bureau to share information with immigration officials or any government agency.¹

What about Citizenship?

The biggest rumor about the census occurred after President Trump argued to include a question about citizenship. Even though the U.S. Supreme Court did not approve the citizenship question on the 2020 Census, the rumor has spread, and it may be enough to discourage the participation of both documented and undocumented immigrants.

One reason for the confusion is that the American Community Survey (ACS) *does* ask about citizenship. The main difference between the ACS and the census is that the ACS only chooses random residences in the U.S. to answer the questionnaire. And they conduct this survey every year. In addition, the ACS asks about more details, including the place of birth, citizenship, and year of entry into the United States.²

The census, on the other hand, happens every 10 years, and all people, whether they are citizens or not, are required to fill it out. (And remember: the census *does not* ask about citizenship!)

Stop the Undercount!

In 2012, the Census Bureau reported that 16 million people were not counted in the 2010 Census. Overall, non-Hispanic whites were *overcounted*, and Native Americans, Blacks, and Hispanics were *undercounted*.³

With so much misinformation and lack of information, we are at risk of undercounting the minority population again. We cannot let this happen! We need to work together to inform each other about the census and understand our rights. We need to know that participating in the 2020 Census is our responsibility while we are living in the U.S. It will help us create a better community and support democracy in the country.

Kelly Akemy Makimoto Murphy is a student at the Carlos Rosario Public Charter School in Washington, DC. She is from Brazil and lived half of her life in Japan. Kelly is a multilingual and multicultural person who defends social justice, diversity, and equality.

Endnotes: 1. <www.census.gov/history/www/reference/privacy_confidentiality/title_13_us_code.html>; 2. <www.census.gov/acs/www/about/why-we-ask-each-question/citizenship>; 3. <www.census.gov/newsroom/releases/archives/2010_census/cb12-95.html>.



Do Your Own Research; Report Rumors

Conduct a survey of your class. Create a survey that includes questions about the census, such as: What are three things you've heard about the 2020 Census? Do you plan on filling out the census? What concerns do you have about the census? Research the answers to the most common questions, and share these answers with your class.

Report rumors! If, in the course of your research, you find misinformation, report it to the Census Bureau, which has opened a website <2020census.gov/en/news-events/rumors.html> for dispelling rumors. You can also report misinformation to <rumors@census.gov>.



For a lesson packet on hoaxes and scams, go to <changeagent.nelrc.org/in-the-classroom/lesson-packets>.



Learning from History

Andy Nash

BEFORE YOU READ: Share what you know about Japanese internment camps during World War II. Read and discuss the vocabulary box below.

Many people are worried that the information they provide to the Census Bureau in 2020 will be shared with other government agencies. Here's how that happened in the past and what's different now.

How Census Data Was Misused in the Past

In 1941, Japan attacked Pearl Harbor in Hawaii. The attack raised Americans' fear of war and intensified racial prejudices against Japanese Americans. In the days after the bombing, the U.S. government arrested more than 1,200 Japanese community leaders and froze all bank accounts in U.S. branches of Japanese banks. The government also imposed nighttime *curfews* for all Japanese Americans.

Within months, President Roosevelt signed an order that allowed the military to *round up* 120,000 Americans of Japanese descent (who were mostly native-born U.S. citizens). The government gave Japanese-Americans on the West Coast only days

Internment is the wartime detention of "enemy aliens" (residents who come from countries we are at war with) but *not* of U.S. citizens. During World War 2, two-thirds of the Japanese Americans who were detained were U.S. citizens. Therefore, **incarceration**, **detention**, and **prison camps** are more appropriate terms. Discuss the words **curfew** (noun), **round up** (both as a verb and a noun), and **aggregate** (adjective). Try using them in sentences.



Two Japanese-American children wait with their parents for an evacuation bus. Photo by Dorothea Lange.

to decide what to do with their houses, farms, businesses, and possessions. According to the Manzanar National Historic Site webpage, "Most families sold their property and belongings for much less than they were worth. Some rented their properties to neighbors. Others left possessions with friends or religious groups. Some abandoned their property. They did not know where they were going or for how long. Each family was assigned an identification number and loaded into cars, buses, trucks, and trains, taking only what they could carry." The military transported Japanese Americans to temporary centers at racetracks and fairgrounds, and then took them to internment camps until the end of the war.

To make this *round-up* go more quickly, Congress passed a law that allowed the military to see confidential census information about individuals. Although the Census Bureau denied it for decades, researchers Margo Anderson and William Seltzer discovered that census officials had released block-by-block information about where Japanese-

Americans were living in California, Arizona, Wyoming, Colorado, Utah, Idaho, and Arkansas.

World War II is not the only time that the Census Bureau has shared information about individuals or communities. During World War I, the Draft Board got information from the Census Bureau to check the age of citizens they believed were lying about their age to avoid the draft. And after the 9/11 terrorist attacks, the Census Bureau gave the U.S. Department of Homeland Security information about neighborhoods that were home to large numbers of Arab Americans, sorted by their country of origin. In this case, the information was publicly available, but not useful until the Census Bureau organized and shared it. The government claimed that the requests were made to help identify which airports required signs and pamphlets in Arabic to explain U.S. laws and regulations to travelers.

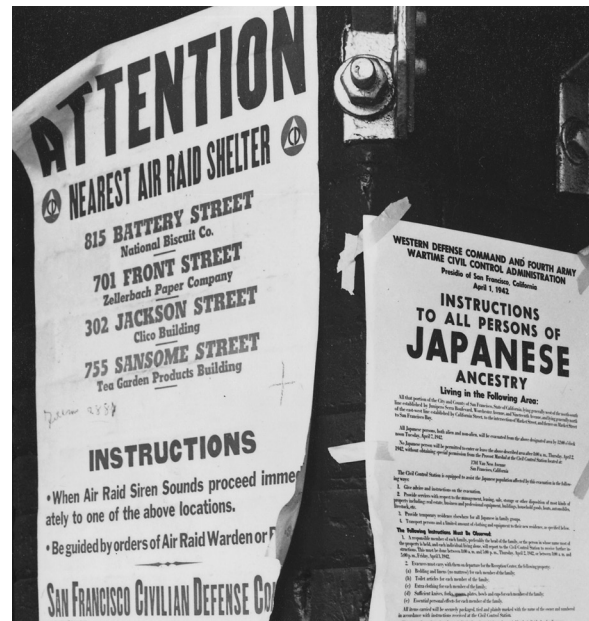
In response to concerns about this misuse of data, the Census Bureau implemented additional procedures to protect information requested by federal, state, or local law enforcement agencies or that involves a “sensitive population.”

Strategies for Making Data Safe in 2020

There are three important ways that our data is being protected this year. First, current law (see p. 7 for more information about Title 13) ensures that individual information cannot be shared with any other agencies, including Immigration and Customs Enforcement (ICE), the FBI, the CIA or any other government agency. And no private company, landlord, or employer can get any household's census information, even with a court order.

Second, the Census Bureau is using some strategies to protect against hackers. For example, the Census Bureau will scramble the data by swapping the information from two similar households in different neighborhoods. Mixing up individual information in this way ensures the *aggregate* data is accurate, while individual data is not traceable.

And finally, civil liberties groups such as the ACLU and Asian-Americans Advancing Justice are preparing to respond quickly in the courts if



Signs instructing Japanese-Americans to report to the authorities for detention.

any data are used improperly.

The fact is, there is never a way to be 100% sure that our civil rights and personal information are safe, especially during times of war. And this is not unique to the census. We need to constantly work to safeguard our rights and our personal data. We also have a responsibility to contribute to a full, accurate count of our population so that our communities get our fair share of the tax dollars we have paid. We can't let anyone steal those resources by frightening us away from the census.

Andy Nash works at World Education and frequently writes for The Change Agent.

AFTER YOU READ: According to the author, what are three ways the government has misused census information and three ways to protect data?

Sources: “Yes, The Census Bureau Helped Make Japanese American Internment Possible,” Austin Cross, June 11, 2019, <laist.com/2019/06/11/yes_the_census_bureau_helped_make_the_japanese_american_internment_possible.php>; “Census Data HAS Been Misused Before—in WWII and After 9/11,” Anna Núñez, March 30, 2018, <americasvoice.org/blog/census-data-misuse>; “Census Confidentiality...,” Margo J. Anderson and William Seltzer, <paa2007.princeton.edu/papers/70299>; <www.sciencemag.org/news/2019/01/can-set-equations-keep-us-census-data-private>.

Ask Not What the Census...

...Can Do for You, But What You Can Do for the Census

Raheem A. Forbes

I have learned that some people in the U.S. do not want to fill out the census form. This news hits me hard. It is totally unacceptable! Think of all the money spent on advertisements promoting things for us to buy. By comparison, not very much money is spent educating the public about the census. I see we will have to make up the difference ourselves!

I am still learning about the census. As I learn about why it matters, all I know is I want in! And I want my community to be counted too.

I will share what I know with others. Here are a few ways you, too, can spread the word about the 2020 Census: You can start by going to your local library to get more information. You can visit the job booth and apply for a job with the Census Bureau. You can also encourage people in

your community to share census content via social media with their friends, family, and followers. I will pass on what I learn and encourage others to do the same.

John F. Kennedy said in a famous speech, "Ask not what your country can do for you. Ask what you can do for your country." He wanted us to contribute to society and take action instead of being passive. It is important that we use our resources to make change.

Raheem A. Forbes lives in Florida; he is 23 years old and has lived here his entire life. He is an ABE student at Atlantic Technical College in Fort Lauderdale, FL. He likes to read and is open to new experiences.



Become a Census Ambassador

If you agree that the census is important, what could you do to spread the word? Consider Raheem's suggestions and add your own. Use this grid to organize your ideas.

Ways I could learn more about the census:	Friends and family I could talk to about the census:	Community groups I could share information with:

Try It Out! And Reflect on Your Experience

After you complete the readings and activities in this packet, it's time to try out being a Census Ambassador! You can do this in a whole range of ways -- from very modest to more ambitious. Try it out at whatever level you feel comfortable.

Start by doing role-plays in your classroom. Then practice by talking about the census with your family and friends and people in your community. As you feel more and more comfortable, consider whether you would like to speak in front of a community group. Find out if your adult education program, local library, place of worship, or supermarket would let you set up a table to share information about the census.

Keep a log like the one below. Take time to reflect on what it's like being a Census Ambassador. Notice if you gain confidence over time. What skills are you developing as you talk to people? What questions do you hear over and over? What would you like to research further?

Update your resume, noting that you are a volunteer Census Ambassador, and list the tasks and skills that it involves.

Census Ambassador Tips

Be a good listener. Take people's concerns seriously. People will be more likely to listen to you if you listen to them!

You don't have to be an expert. You have learned a lot about the census, but it's okay to say, "I don't know," if someone asks you something you're not sure about.

Don't fill out forms for people. You can play a supportive role, but they have to fill out the census for themselves.

Don't do it alone. Always have a buddy with you if you are in a public setting talking about the census.

Remember why this matters! If you feel nervous about starting, review the reasons why you became a Census Ambassador.

Census Ambassador Log

Keep track of the work you do as a Census Ambassador on a chart like this one.

Date	Person(s) you spoke with	Questions that came up	Reflections on the process

Some possible responses for the chart on p. 6

How Would You Respond?

Beginners: Use the information on pp. 3-5. Intermediate learners: add information from pp. 7-9. More advanced: add in the article on pp. 12-13. Fill out an organizer modeled on the one below. Then use the information you gathered to write a letter to someone you know who might be feeling afraid to fill out the census. Cite your sources.

The below has been filled out as fully as we think possible.

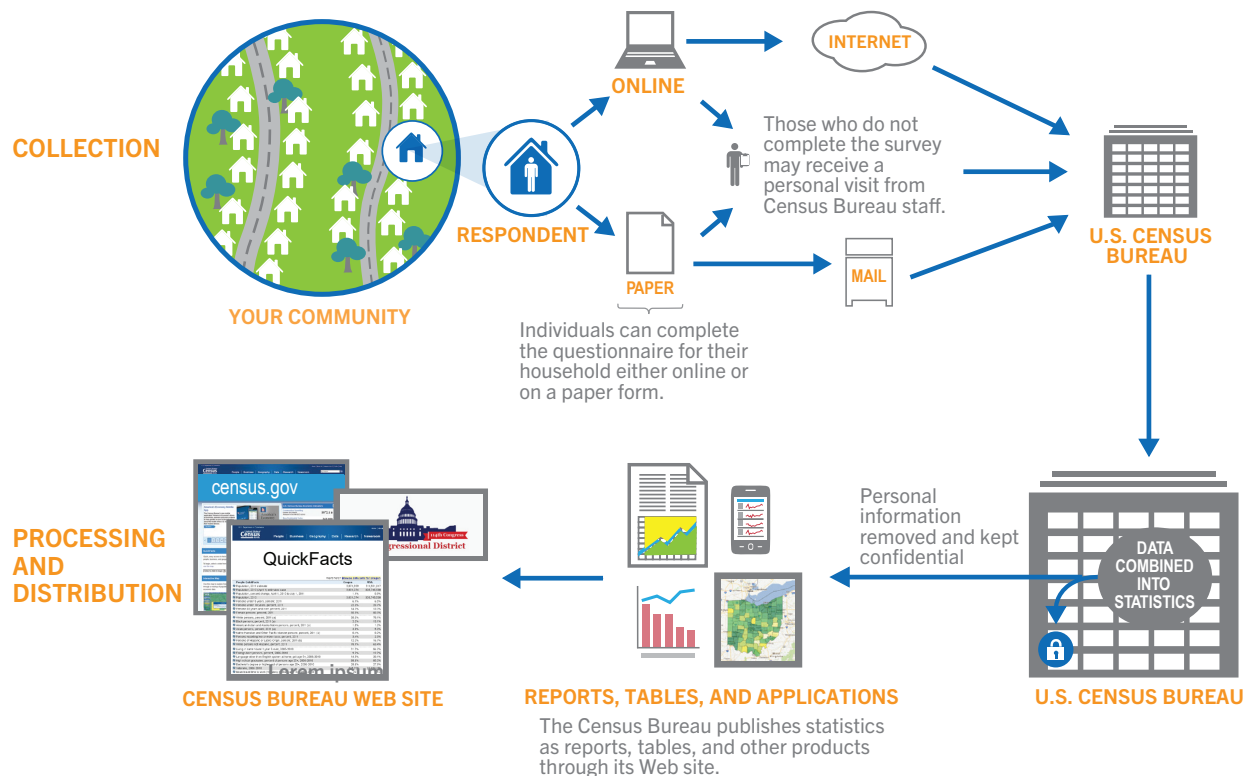
Page Number	Benefit to you and your community of filling out census	Ways your information is protected	Consequences of not filling out the census
3	<ul style="list-style-type: none"> my community receives funding for things like hospitals and schools 	<ul style="list-style-type: none"> Title 13 of the U.S. Code says my information cannot be shared 	<ul style="list-style-type: none"> my community will lose funding
4			<ul style="list-style-type: none"> 10 years will go by before we have another chance to be counted
5			<ul style="list-style-type: none"> we will not get services we need we will not get all our representatives in congress I would be breaking the law if I did not fill out the census
6		<ul style="list-style-type: none"> the census does not ask about citizenship the census will not share private information the census uses the data for big-picture statistics; it's not about individuals Census Bureau employees are sworn to secrecy and they will be fined a lot of money if they break the law 	
8-9	<ul style="list-style-type: none"> our participation supports democracy 	<ul style="list-style-type: none"> Title 13 says it is against the law to share census information the ACS asks about citizenship, but the census does NOT 	
10-11		<ul style="list-style-type: none"> Title 13 the Census Bureau is protecting against hackers the census is concerned with "aggregate" data civil liberties groups are ready to respond in court if the data is misused 	
12	<ul style="list-style-type: none"> we have the opportunity to take action and to use our resources to support our communities 		

CENSUS 2020

What You Need to Know

What is It?

- Every ten years the federal government is required to count everyone living in the United States.
- The U.S. Census Bureau collects information from every residence about who is living there and **basic information** about each member of the household.
- This information is combined into **statistics** that are used to make important policy and budget decisions.



Why is it Important?

- Political representation
- Federal funding for critical community programs
- Redistricting
- Sampling and analysis for population research

What will be Asked?

Basic information will be collected about each household, such as:

- number of people living there
- home ownership
- phone number

As well as for each person:

- name
- sex
- age
- race/ethnicity

Census 2020 **WILL NOT** ask about citizenship or immigration status.



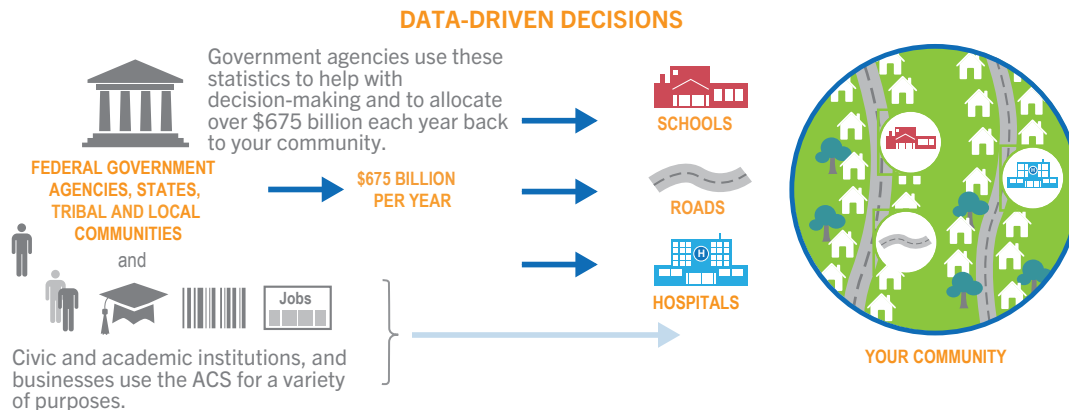
COUNTY OF SAN MATEO
OFFICE OF COMMUNITY AFFAIRS



EVERYONE COUNTS

How is the Data Used?

Census data is used by local governments, businesses, and other organizations to make decisions about community programs and services.



Who gets Counted?



EVERYONE! Immigration status, age, or criminal history DO NOT matter. Every single person living in the United States on April 1, 2020 should be counted. Make sure the head of your household counts everyone living there including:

- All children and parents
- Extended family members like grandparents, aunts/uncles and cousins
- Non-family members such as friends, roommates or workmates

When and How Should I Respond?

You can begin responding in late March 2020:

- Complete online (English + 12 languages)
- Complete paper form (English or Spanish)

If you do not respond by May 2020, Census Bureau employees will come to your home directly to follow-up.

Will the Information be Confidential?

By law, information you give on the census form is confidential.

The Census Bureau takes many steps to protect your personal information and does not share household or individual data.

Pledge to Participate and Stand Up to be Counted!

Text **COUNT** to **650-200-2743** and also receive more information about **Census 2020**.



The 2020 Census and Confidentiality

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than \$675 billion in federal funding flows back to states and local communities each year based on census data.



Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.



The law is clear—no personal information can be shared.

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

United States®
**Census
2020**

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There are no exceptions.

The law requires the Census Bureau to keep everyone's information confidential. By law, your responses cannot be used against you by any government agency or court in any way. The Census Bureau will not share an individual's responses with immigration enforcement agencies, law enforcement agencies, or allow that information to be used to determine eligibility for government benefits. Title 13 makes it very clear that the data we collect can only be used for statistical purposes—we cannot allow it to be used for anything else, including law enforcement.

It's your choice: you can respond securely online, by mail, or by phone.

You will have the option of responding online, by mail, or by phone. Households that don't respond in one of these ways will be visited by a census taker to collect the information in person. Regardless of how you respond, your personal information is protected by law.

Your online responses are safe from hacking and other cyberthreats.

The Census Bureau takes strong precautions to keep online responses secure. All data submitted online are encrypted to protect personal privacy, and our cybersecurity program meets the highest and most recent standards for protecting personal information. Once the data are received, they are no longer online. From the moment the Census Bureau collects responses, our focus and legal obligation is to keep them safe.

We are committed to confidentiality.

At the U.S. Census Bureau, we are absolutely committed to keeping your responses confidential. This commitment means it is safe to provide your answers and know that they will only be used to paint a statistical portrait of our nation and communities.

Learn more about the Census Bureau's data protection and privacy program at www.census.gov/privacy.



Laws protecting personal census information have withstood challenges.

In 1982, the U.S. Supreme Court confirmed that even addresses are confidential and cannot be disclosed through legal discovery or the Freedom of Information Act (FOIA). In 2010, the U.S. Justice Department determined that the Patriot Act does not override the law that protects the confidentiality of individual census responses. No court of law can subpoena census responses.



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